

Message Text

UNCLASSIFIED

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11

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 078567

R 120847Z MAY 76
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9101

UNCLAS TOKYO 6952

FOR OIM/WELCH

E.O. 11652: N/A
TGS: BEXP, JA
SUBJECT: SEPTEMBER 16-22 TEXTILE BSP

REF: USDOC 4104, WELCH LETTER OF MARCH 25, WELCH/BORROWMAN
TELCON MARCH 11.

1. ALTHOUGH PRELIMINARY REQUEST/INFORMATION SUPPLIED SUBJECT
EVENT INCOMPLETE, HAKUHODO (MPC) PREPARED MKT PROMOTION PLAN,
ASSUMING CERTAIN BASIC STEPS WILL BE FOLLOWED AND THAT SUBJECT
EVENT WILL BE ROUGHLY PATTERNED AFTER USATEX TOKYO PROMOTION
(HI-FASHION TEXTILES). MPC PROPOSAL CLOSELY PARALLELS THAT
FOR MAJOR TC EVENTS. HOWEVER NO SPECIAL EVENTS E.G. FASHION
SHOW HAVE BEEN PROPOSED THIS TIME.

2. MPC PLAN PROPOSES TWO ACCUNT EXECUTIVES FOUR WEEKS BEFORE
EVENT AND EARLIER AGENTS MEETING, LARGE MAILING TO
MANUFACTURERS AND ULTIMATE GARMENT END-USERS, NEWS RELEASES,
PRESS CONFERENCE, KEY CALLS, AND INTERVIEWS. MPC FEE FOR
ABOUT, EXCLUSIVE OF REIMBURSABLES (PRINTING, POSTAGE) IS
YEN 600,000 (\$2,000). REIMBURSABLE EXPENSES FOR PRINTING
5,000 FLYERS, 4,000 LETTERHEAD, AND 3,500 ENVELOPES,
BUSINESS CARDS ESTIMATED YEN 715,000 (\$2,334); ONE MAILING
POSTAGE, STUFFERS ADDRESSING, ETC. ESTIMATED YEN 299,000
(\$997).

3. TC WELCOMES BSP BUT WISHES TO POINT OUT THAT OSAKA
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AND NAGOYA ARE HEADQUARTERS OF GARMENT MFG INDUSTRY.

4. MPF PROPOSAL MAILED OIM MAY 12. REQUEST TEX FIRMS TELEX
HAKUHODO DIRECTLY, TELEX NUMBER 2226264 HAKUHO J.

5. TC HAS RESERVED ENTIRE TRADE CENTER FOR SUBJECT EVENT.
PLEASE CONFIRM ASAP.
HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO06952
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760183-0158
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760561/aaaacabh.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2004 by wolfsd>; APPROVED <21 JAN 2005 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
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04 MAY 2006

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Status: NATIVE
Subject: SEPTEMBER 16-22 TEXTILE BSP
TAGS: BEXP, JA
To: COM
Type: TE
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